

Lahore University of Management Sciences

Design Thinking – focus on delivering value through your organization (Workshop)

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This is an interactive workshop that will use a mix of lectures, articles, and hands-on work with management tools to understand the use and application in the professional field.

Course Focus:

Class engagement: 6 contact hours delivered in a one-day workshop.

Methodology: Equal application of personal tool building, usage, reflection, and discussion of results with emphasis on relating back to practical work experience.

<u>Session*</u>	<u>Topic</u>	<u>Method</u>
20 min	Introduction, warm-up, and lateral thinking	Interactive
30 min	Innovation and disruption	Presentation
20 min	Statement of Opportunity	Discussion
10 min	Break	
60 min	User Persona, and stories, Empathy	Interactive
60 min	Ideate, Solution possibility	Interactive
30 min	Working lunch - Reflection	Discussion
60 min	Delivery, Prototyping	Interactive
60 min	Testing, prioritizing, constraints management	Interactive
10 min	Break	
30 min	Define success, Governance	Interactive
20 min	Learning and reflections	Discussion

Note*: +10-15 min spill-over time

Summary overview:

We all need to be able to generate new and useful ideas, to solve difficult problems and to design and test interventions to improve the way things are done. Such abilities are central to any business scenario. The ability to identify novel problems and work innovative solutions are just like any other skill that can be developed and refined with practice. This workshop offers a framework to practice and apply some of the tools in design thinking process.

Learning Objectives:

The course work is geared towards people working in any customer centric services environment. This will help them to structure the creative process, translate into business delivery and manage the change in the organization that it brings.

Audience profile:

The course pushes its audience to rethink their approach to problem solving and identifying creative solutions. It helps them learn and use tools in Design Thinking to better define their customer value. Typically, participants would be involved in customer experience champion projects and delivering innovative solutions or digitization of processes. Additionally, people who are working in business, operations, or project delivery in the financial services industry are also welcome.

Outcomes:

The workshop aims to:

- Introduce users to the design thinking structure.
- Understand the transition of customer needs through design and delivery.
- Provide an opportunity to try some of the tools in an interactive environment.
- Translate the knowledge to the participants' practical environment.
- Define a structure to deploy and measure the success of new ideas in business.
- Sustaining change through governance.

Workshop structure:

The workshop is designed to facilitate active participation and discussion. The ideal number of participants would be 20-25 divided into 4-5 teams. It will be focused on a retail banking lending product as an example to structure the discussion and use of tools.

Material required:

For each team the following should be provided:

- An easel with white chart paper.
- 3-4 different colored sticky notes.
- 3-4 colored broad tip markers.
- Removeable/ paper tape.
- A round table and chairs.

The workshop area should be equipped with a slide projector and plenty of wall space to tape up charts.